WHAT IS CLAIMED IS:

1. An information providing system for
providing related information that is related to
advertising content associated with video content,
the information providing system comprising a user
terminal and a center terminal, the user terminal
comprising:

a part for obtaining user information for
identifying a user;

a part for obtaining content information
for identifying the video content;

a part for obtaining locating information
for locating advertising content corresponding to
input by the user;

a part for sending the user information,
the content information and the locating information
as mark information;

the center terminal comprising:

an advertising information storing part
for storing, for each video content, identification
information of advertising content and locating
information corresponding to the advertising
content;

a storing part for obtaining
identification information of advertising content
from the advertising information storing part by
using the content information and the locating
information included in the mark information, and
for storing the identification information or
related information on the advertising content in
which the stored identification information or
related information is associated with the user
information included in the mark information;

a sending part for sending the related
information on the basis of the user information.

5    2. The information providing system as
claimed in claim 1, wherein the center terminal
sends the related information to a viewing terminal
in response to receiving a viewing request that
includes user information from the viewing terminal.

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    3. The information providing system as
15 claimed in claim 1, wherein the center terminal
sends related information corresponding to a user to
a viewing terminal of the user at a predetermined
notification time.

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    4. The information providing system as
claimed in claim 3, wherein the predetermined
25 notification time is a date and time that is
specified by the user or a predetermined periodic
date and time, or, if content on the advertising
content is unscreened, the predetermined
notification time is a date and time close to a
30 release date of the content on the advertising
content.

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    5. The information providing system as
claimed in claim 1, the user terminal further

comprising a reproducing part for reproducing video content in a package medium or received via broadcasting;

      wherein the locating information for

5   locating advertising content is reproducing position information corresponding to the advertising content in the video content.

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      6. The information providing system as claimed in claim 1, the center terminal further comprising a related information storing part for

15   storing the related information in which the related information is associated with identification information of the advertising content;

      wherein the center terminal obtains the related information from the related information

20   storing part by using the identification information of the advertising content.

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      7. The information providing system as claimed in claim 1, wherein the user terminal obtains the content information for identifying the video content from input by the user, from digital

30   data embedded in the package medium, from other terminal, or from information included in broadcasted information.

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      8. A center terminal to be used in an

information providing system for providing related information that is related to advertising content associated with video content, the center terminal comprising:

5          a part for receiving user information for identifying a user, content information for identifying the video content and locating information for locating advertising content as mark information;

10          an advertising information storing part for storing, for each video content, identification information of advertising content and locating information corresponding to the advertising content;

15          a storing part for obtaining identification information of advertising content from the advertising information storing part by using the content information and the locating information included in the mark information, and

20     for storing the identification information or related information on the advertising content in which the stored identification information or related information is associated with the user information included in the mark information;

25          a sending part for sending the related information on the basis of the user information.


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          9. The center terminal as claimed in claim 8, wherein the center terminal sends the related information to a viewing terminal in response to receiving a viewing request that includes user
35     information from the viewing terminal.

10. The center terminal as claimed in claim 8, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification time.

11. The center terminal as claimed in claim 10, wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time close to a release date of the content on the advertising content.

12. The center terminal as claimed in claim 8, the center terminal further comprising a related information storing part for storing the related information in which the related information is associated with identification information of the advertising content;
wherein the center terminal obtains the related information from the related information storing part by using the identification information of the advertising content.

13. A user terminal for providing related information that is related to advertising content associated with video content, the user terminal comprising:

5        a part for obtaining user information for identifying a user;

a part for obtaining content information for identifying the video content;

a part for obtaining locating information

10    for locating advertising content corresponding to input by the user; and

a part for sending the user information, the content information and the locating information as mark information to the center terminal.

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14. The user terminal as claimed in claim

20    13, the user terminal further comprising a part for sending a related information obtaining request that includes user information to the center terminal, and receiving the related information related to the advertising content corresponding to the mark

25    information from the center terminal.

30    15. The user terminal as claimed in claim 13, the user terminal further comprising a reproducing part for reproducing video content in a package medium or received via broadcasting;

wherein the locating information for

35    locating advertising content is reproducing position information corresponding to the advertising content in the video content.

16. The user terminal as claimed in claim 13, wherein the user terminal obtains the content information for identifying the video content from input by the user, from digital data embedded in the package medium, from other terminal, or from information included in broadcasted information.

17. A method used by an information providing system including a user terminal and a center terminal for providing related information that is related to advertising content associated with video content, wherein the user terminal performs the steps of:

obtaining user information for identifying a user;

obtaining content information for identifying the video content;

obtaining locating information for locating advertising content corresponding to input by the user;

sending the user information, the content information and the locating information as mark information to the user terminal;

the center terminal performs the steps of:

storing, for each video content, identification information of advertising content and locating information corresponding to the advertising content in an advertising information storing part;

obtaining identification information of advertising content from the advertising information storing part by using the content information and the locating information included in the mark

5    information;

storing the identification information or related information on the advertising content in which the stored identification information or related information is associated with the user

10    information included in the mark information;

sending the related information on the basis of the user information.

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18. The method as claimed in claim 17, wherein the center terminal sends the related information to a viewing terminal in response to

20    receiving a viewing request that includes user information from the viewing terminal.

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19. The method as claimed in claim 17, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification

30    time.

35    20. The method as claimed in claim 19, wherein the predetermined notification time is a date and time that is specified by the user or a

predetermined periodic date and time, or, if content
on the advertising content is unscreened, the
predetermined notification time is a date and time
close to a release date of the content on the
5   advertising content.


10          21. The method as claimed in claim 17,
wherein the user terminal includes a reproducing
part for reproducing video content in a package
medium or received via broadcasting;
          wherein the locating information for
15  locating advertising content is reproducing position
information corresponding to the advertising content
in the video content.


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          22. The method as claimed in claim 17,
wherein the center terminal includes a related
information storing part for storing the related
25  information in which the related information is
associated with identification information of the
advertising content;
          wherein the center terminal obtains the
related information from the related information
30  storing part by using the identification information
of the advertising content.


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          23. The method as claimed in claim 17,
wherein the user terminal obtains the content

information for identifying the video content from input by the user, from digital data embedded in the package medium, from other terminal, or from information included in broadcasted information.

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24. A method used in a center terminal for providing related information that is related to advertising content associated with video content, the method comprising the steps of:

storing, for each video content, identification information of advertising content and locating information corresponding to the advertising content in an advertising information storing part;

receiving user information for identifying a user, content information for identifying the video content and locating information for locating advertising content;

obtaining identification information of advertising content from the advertising information storing part by using the content information and the locating information;

storing the identification information or related information on the advertising content in which the stored identification information or related information is associated with the user information; and

sending the related information on the basis of the user information.

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25. The method as claimed in claim 24, wherein the center terminal sends the related information to a viewing terminal in response to receiving a viewing request that includes user
5 information from the viewing terminal.

10 26. The method as claimed in claim 24, wherein the center terminal sends related information corresponding to a user to a viewing terminal of the user at a predetermined notification time.
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27. The method as claimed in claim 26,
20 wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time
25 close to a release date of the content on the advertising content.

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28. The method as claimed in claim 24, wherein the center terminal includes a related information storing part for storing the related information in which the related information is
35 associated with identification information of the advertising content;
wherein the center terminal obtains the

related information from the related information
storing part by using the identification information
of the advertising content.

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29. A method used by a user terminal in an
information providing system for providing related
information that is related to advertising content
associated with video content, the method comprising
the steps of:
obtaining user information for identifying
a user;
obtaining content information for
identifying the video content;
obtaining locating information for
locating advertising content corresponding to input
by the user; and
sending the user information, the content
information and the locating information as mark
information to the center terminal.

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30. The method as claimed in claim 29,
wherein the user terminal sends a related
information obtaining request that includes user
information to the center terminal, and receives the
related information related to the advertising
content corresponding to the mark information from
the center terminal.

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31. The method as claimed in claim 29, wherein the user terminal includes a reproducing part for reproducing video content in a package medium or received via broadcasting;

5      wherein the locating information for locating advertising content is reproducing position information corresponding to the advertising content in the video content.

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32. The method as claimed in claim 29, wherein the user terminal obtains the content

15  information for identifying the video content from input by the user, from digital data embedded in the package medium, from other terminal, or from information included in broadcasted information.

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33. A program for causing a computer used as a center terminal in an information providing

25  system to provide related information that is related to advertising content associated with video content, the program comprising:

        program code means for receiving user information for identifying a user, content

30  information for identifying the video content and locating information for locating advertising content as mark information;

        advertising information storing program code means for storing, in a storing part for each

35  video content, identification information of advertising content and locating information corresponding to the advertising content;

program code means for obtaining identification information of advertising content from the storing part by using the content information and the locating information included in the mark information, and storing the identification information or related information on the advertising content in which the stored identification information or related information is associated with the user information included in the mark information;

program code means for sending the related information on the basis of the user information.

34. The program as claimed in claim 33, the program further comprising program code means for sending the related information to a viewing terminal in response to receiving a viewing request that includes user information from the viewing terminal.

35. The program as claimed in claim 33, the program further comprising program code means for sending related information corresponding to a user to a viewing terminal of the user at a predetermined notification time.

36. The program as claimed in claim 35, wherein the predetermined notification time is a

date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising content is unscreened, the predetermined notification time is a date and time

5    close to a release date of the content on the advertising content.

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37. The program as claimed in claim 33, the program further comprising:
        related information storing program code means for storing, in a related information storing

15   part, the related information in which the related information is associated with identification information of the advertising content; and
        program code means for obtaining the related information from the related information

20   storing part by using the identification information of the advertising content.

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38. A program used in a computer that is used as a user terminal in an information providing system for providing related information that is related to advertising content associated with video

30   content, the program comprising:
        program code means for obtaining user information for identifying a user;
        program code means for obtaining content information for identifying the video content;

35         program code means for obtaining locating information for locating advertising content corresponding to input by the user; and

program code means for sending the user
information, the content information and the
locating information as mark information to a center
terminal.

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39. The program as claimed in claim 38,
10   the program further comprising program code means
for sending a related information obtaining request
that includes user information to the center
terminal, and receiving the related information
related to the advertising content corresponding to
15   the mark information from the center terminal.

20          40. The program as claimed in claim 38,
the program further comprising:
reproducing program code means for
reproducing video content in a package medium or
received via broadcasting;
25          wherein the locating information for
locating advertising content is reproducing position
information corresponding to the advertising content
in the video content.

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41. The program as claimed in claim 38,
wherein the program code means for obtaining content
35   information obtains the content information from
input by the user, from digital data embedded in the
package medium, from other terminal, or from

information included in broadcasted information.

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42. A computer readable medium storing a program for causing a computer used as a center terminal in an information providing system to provide related information that is related to
10  advertising content associated with video content, the program comprising:

program code means for receiving user information for identifying a user, content information for identifying the video content and
15  locating information for locating advertising content as mark information;

advertising information storing program code means for storing, in a storing part for each video content, identification information of
20  advertising content and locating information corresponding to the advertising content;

program code means for obtaining identification information of advertising content from the storing part by using the content
25  information and the locating information included in the mark information, and storing the identification information or related information on the advertising content in which the stored identification information or related information is
30  associated with the user information included in the mark information;

program code means for sending the related information on the basis of the user information.

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43. The computer readable medium as claimed in claim 42, the program further comprising program code means for sending the related information to a viewing terminal in response to
5   receiving a viewing request that includes user information from the viewing terminal.


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44. The computer readable medium as claimed in claim 42, the program further comprising program code means for sending related information corresponding to a user to a viewing terminal of the
15  user at a predetermined notification time.


20          45. The computer readable medium as claimed in claim 44, wherein the predetermined notification time is a date and time that is specified by the user or a predetermined periodic date and time, or, if content on the advertising
25  content is unscreened, the predetermined notification time is a date and time close to a release date of the content on the advertising content.

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46. The computer readable medium as claimed in claim 42, the program further comprising:
35          related information storing program code means for storing, in a related information storing part, the related information in which the related

information is associated with identification
information of the advertising content; and

program code means for obtaining the
related information from the related information
5 storing part by using the identification information
of the advertising content.


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47. A computer readable medium storing a
program used in a computer that is used as a user
terminal in an information providing system for
providing related information that is related to
15 advertising content associated with video content,
the program comprising:

program code means for obtaining user
information for identifying a user;

program code means for obtaining content
20 information for identifying the video content;

program code means for obtaining locating
information for locating advertising content
corresponding to input by the user; and

program code means for sending the user
25 information, the content information and the
locating information as mark information to a center
terminal.


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48. The computer readable medium as
claimed in claim 47, the program further comprising
program code means for sending a related information
35 obtaining request that includes user information to
the center terminal, and receiving the related
information related to the advertising content

corresponding to the mark information from the
center terminal.


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49. The computer readable medium as
claimed in claim 47, the program further comprising:
reproducing program code means for
10    reproducing video content in a package medium or
received via broadcasting;
wherein the locating information for
locating advertising content is reproducing position
information corresponding to the advertising content
15    in the video content.


20    50. The computer readable medium as
claimed in claim 47, wherein the program code means
for obtaining content information obtains the
content information from input by the user, from
digital data embedded in the package medium, from
25    other terminal, or from information included in
broadcasted information.


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